

**--ABSTRACT OF THE DISCLOSURE**

The invention relates to a large-surface billboard for outdoors advertising. In order to generate a luminosity of the LCD elements of the billboard, extraneous light is required. In times of insufficient sun light, an artificial lighting device activates the luminosity. The aim of the invention is to prevent the lighting device from casting a shadow onto the billboard during daylight. For this purpose, the lighting device is moved out from its beam path incident on the billboard when there is sufficient solar radiation.--